



Who, What, Where, When, Why, How, How Much Summary

A good first step to take when considering whether to seek external funding is completing a short summary (1-2 pages) of your intended project. Preparing this summary will not only help you focus and define your project, but also will be very useful in developing a good list of funding prospects. Here are some relevant questions to answer in the summary.

Your Name/Title: _____ Today's Date: _____

- WHO: (Who is involved? Who will do the work and who will benefit?)
- WHAT: (What change will you make, what is the goal? What will be different and better as a result?)
- WHERE: (Where will this activity take place?)
- WHEN: (When will you start and what is the length of the project?)
- WHY: (Why are you doing the work, in other words, describe the NEED for the project. This is one of the most important questions.)
- HOW: (How will you reach your goal? What actions will you employ?)
- HOW MUCH: (How much money do you estimate that you will need?)

If you can satisfactorily answer these questions, you will have made an excellent start on getting your grant proposal up and running. Good luck!

QUESTIONS? Contact Joanna McCarthy, Grant Writer, Institutional Advancement at 617.243.2068 or jmccarthy@lasell.edu